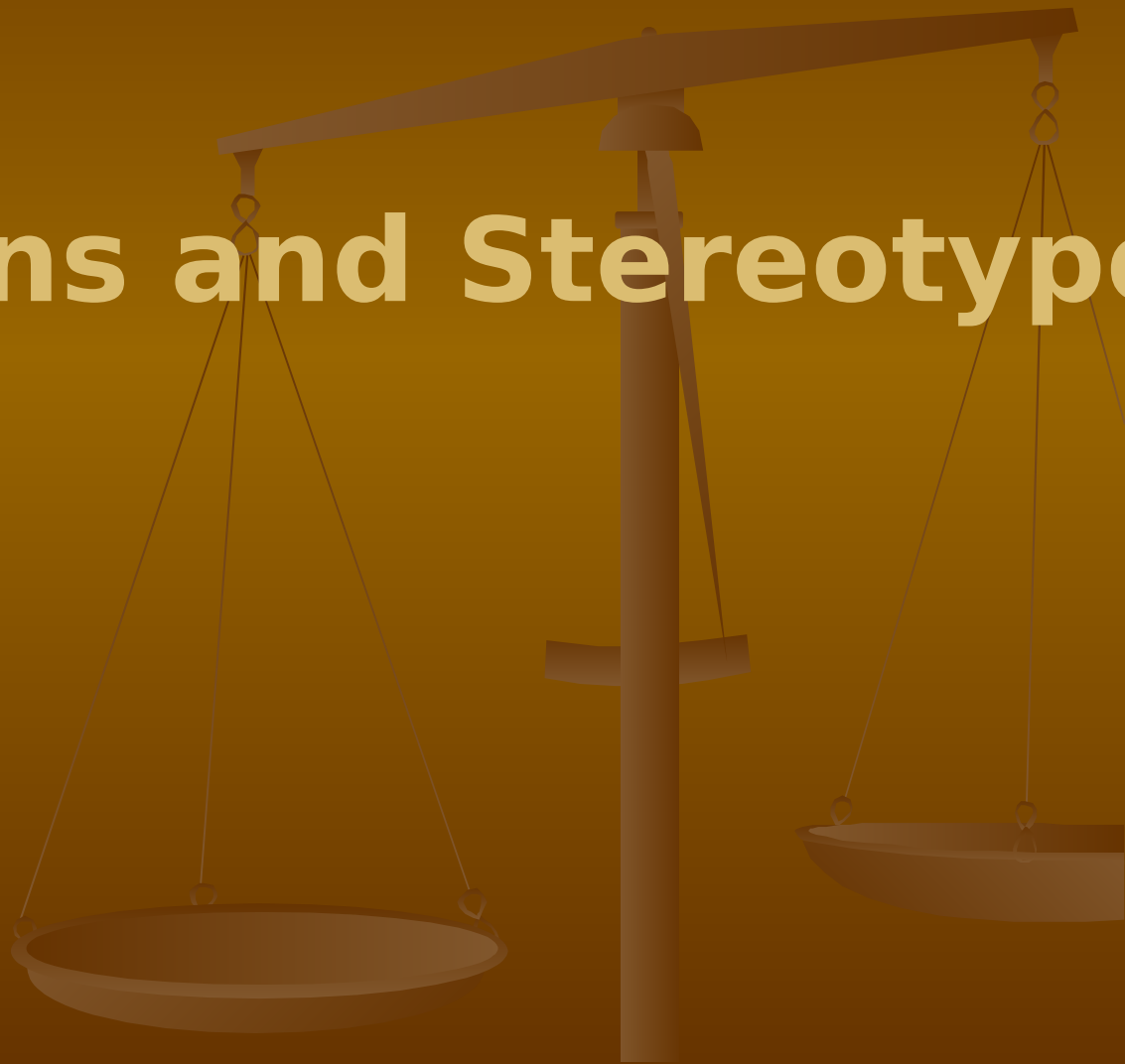
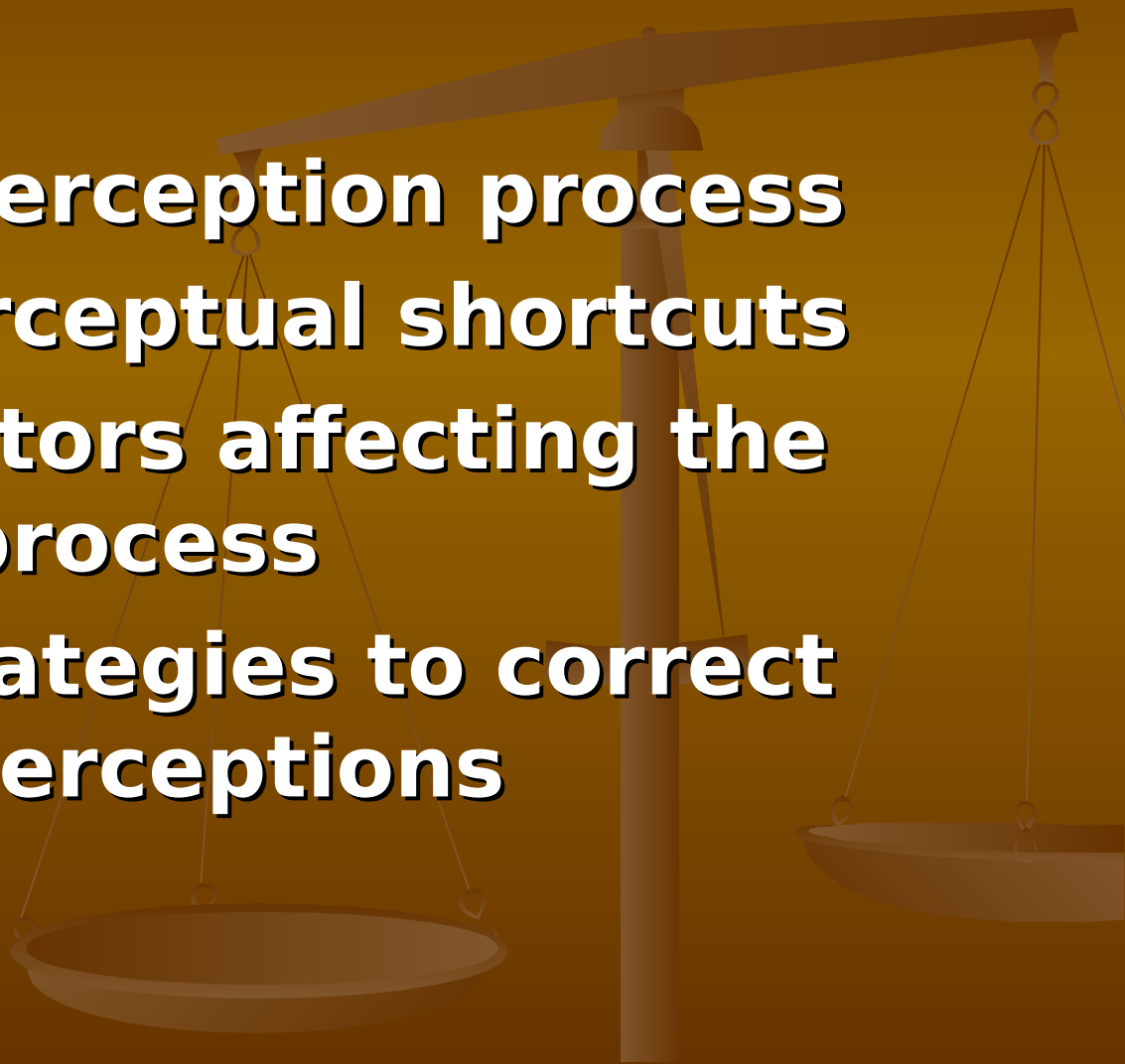
Perceptions and Stereotype

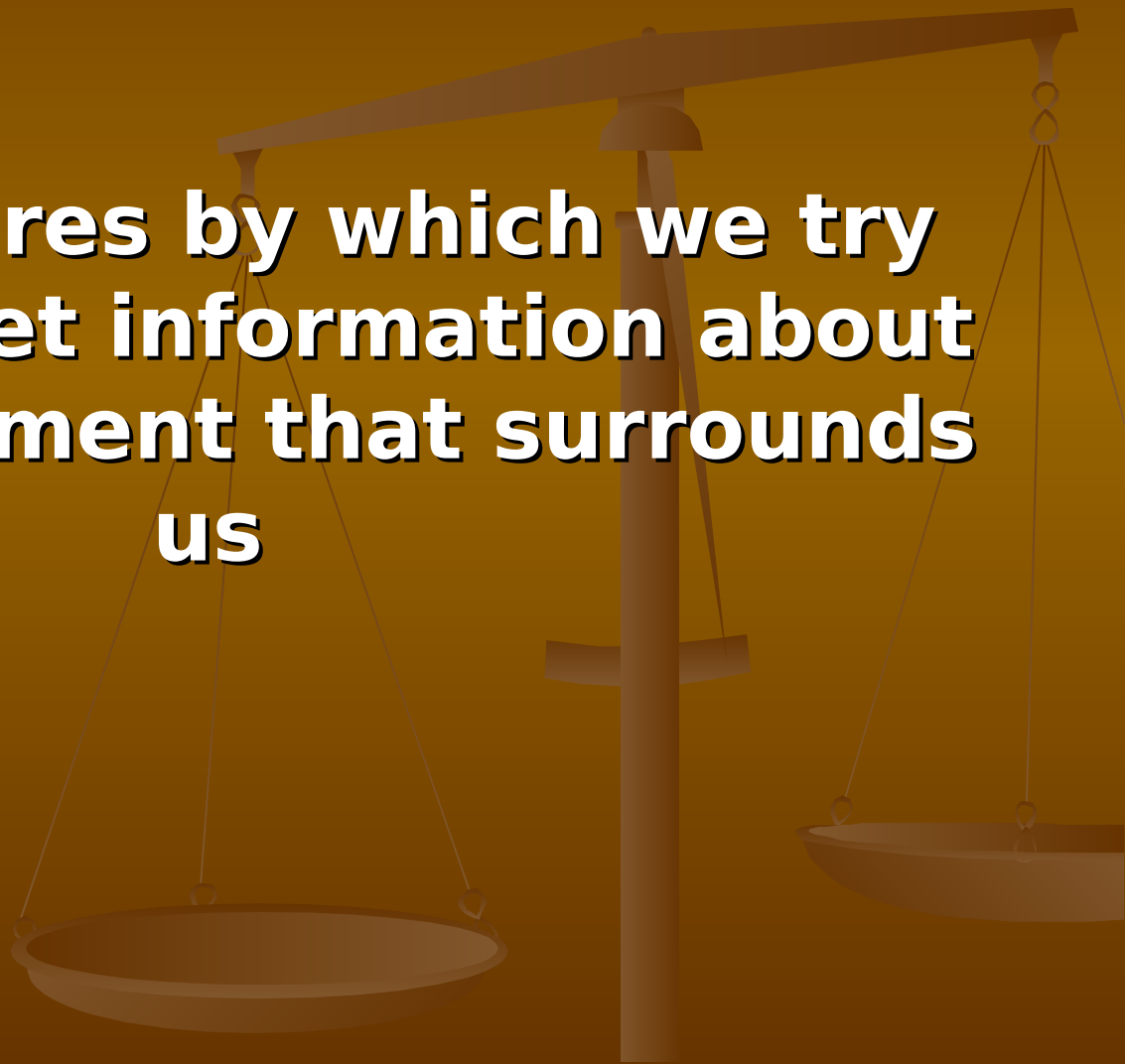


Overview



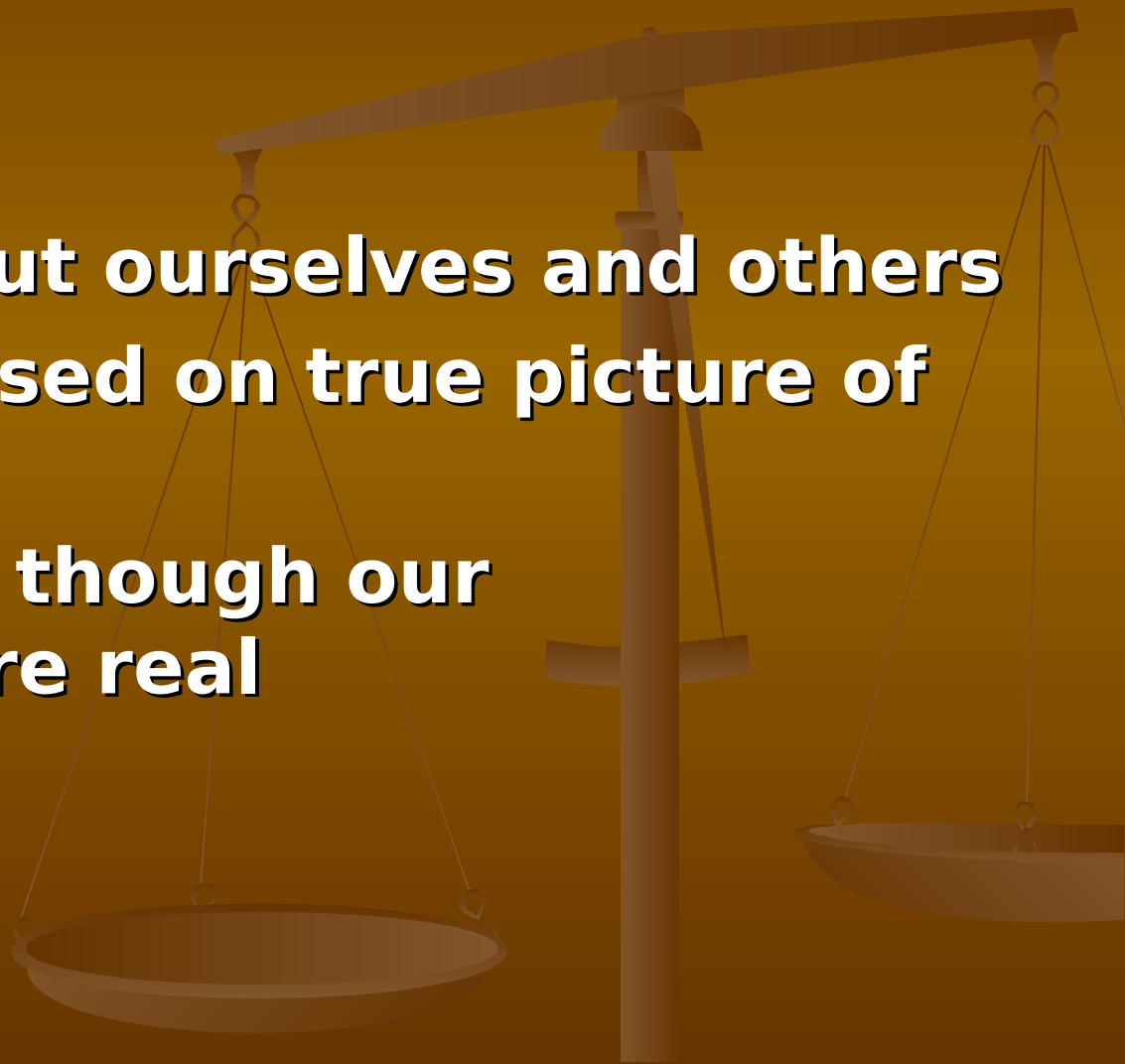
- Define the perception process
- Describe perceptual shortcuts
- Describe factors affecting the perception process
- Describe strategies to correct inaccurate perceptions

Perceptions



The procedures by which we try and interpret information about the environment that surrounds us

The Perception Process



- Feedback about ourselves and others
- Not always based on true picture of reality
- We behave as though our perceptions are real

Perceptions and Stereotyp

Exercise #1

Count the ___

Practical Exercise

F

- **FEATURE FILMS ARE THE RESULT OF YEARS OF SCIENTIFICE STUDY COMBINED WITH THE EXPERIENCE OF YEARS**

Perceptions and Stereotyp

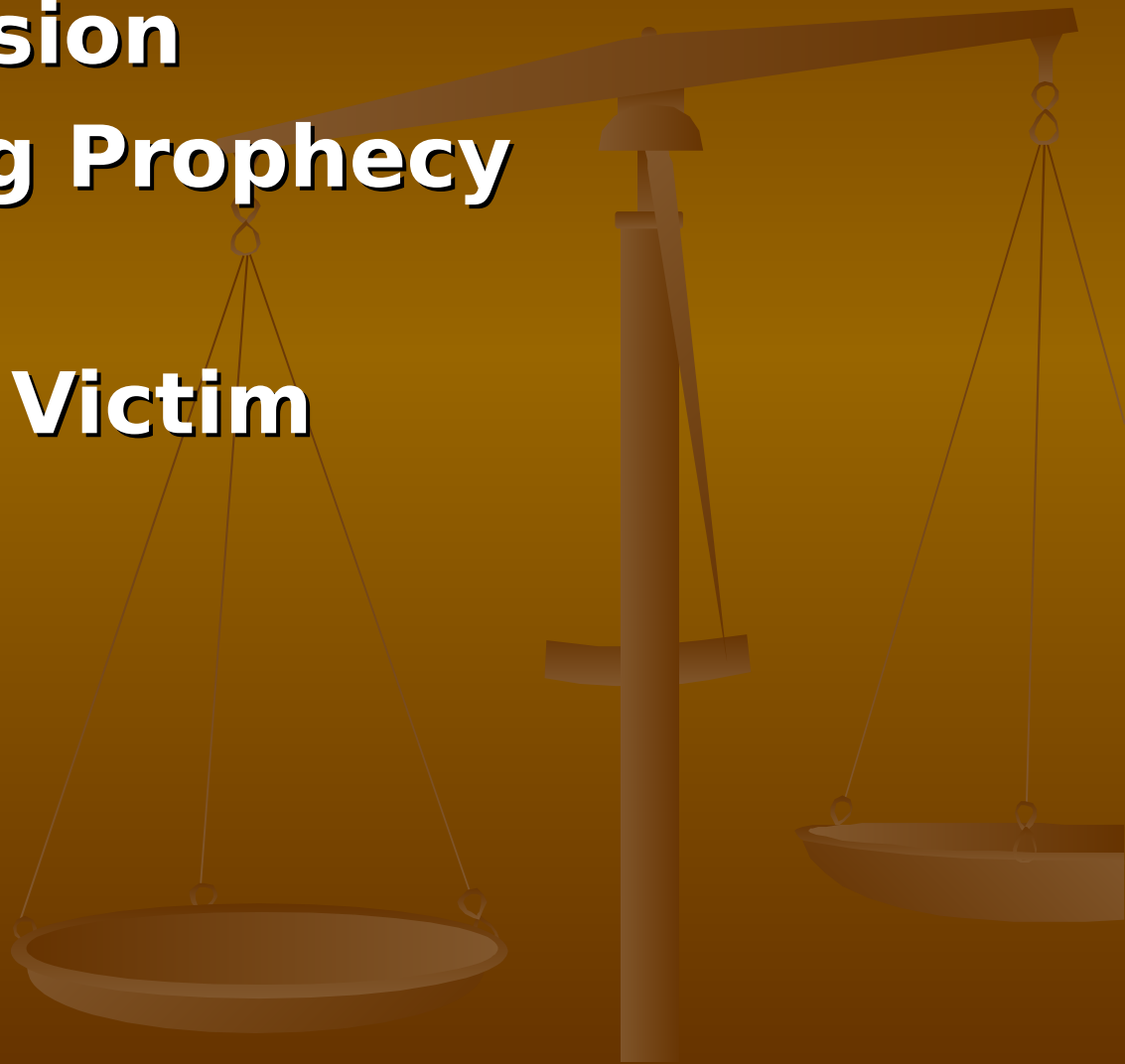
How many F's did you count?

Attributes to Perception

- **Raw data: the information that we experience**
- **Mental process: which is unseen, is affected by motive and driven by bias**
- **Product: Our perception, sensing or the interpretation of our experience**

Economizing Phenomenon

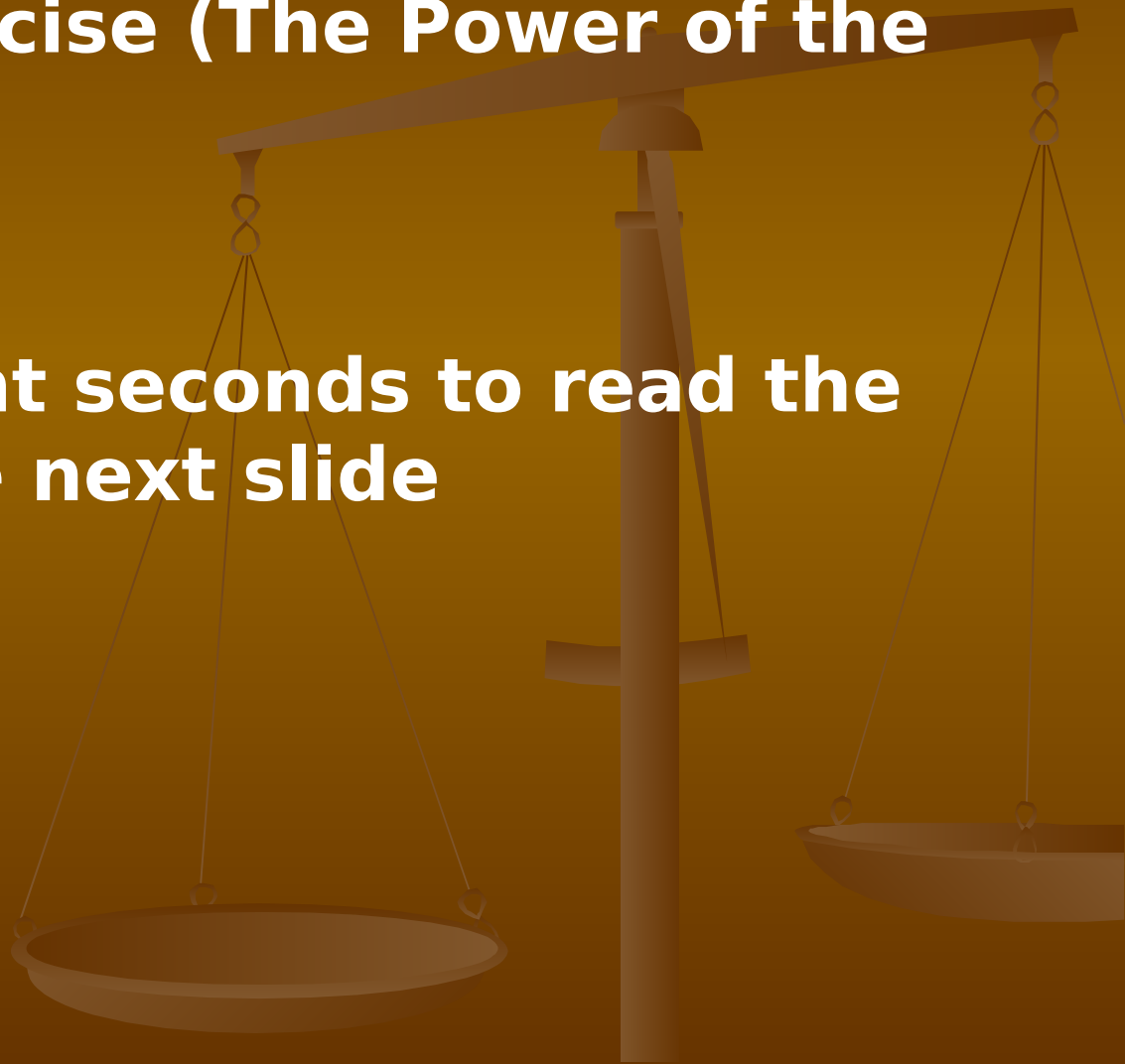
- First Impression
- Self-Fulfilling Prophecy
- Just Like me
- Blaming the Victim
- Halo Effect



Perceptions and Stereotyp

Perception Exercise (The Power of the Brain)

- **You have eight seconds to read the sentence on the next slide**



Perceptions and Stereotyp

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Perceptions and Stereotyp

Say What?

Practical Exercise

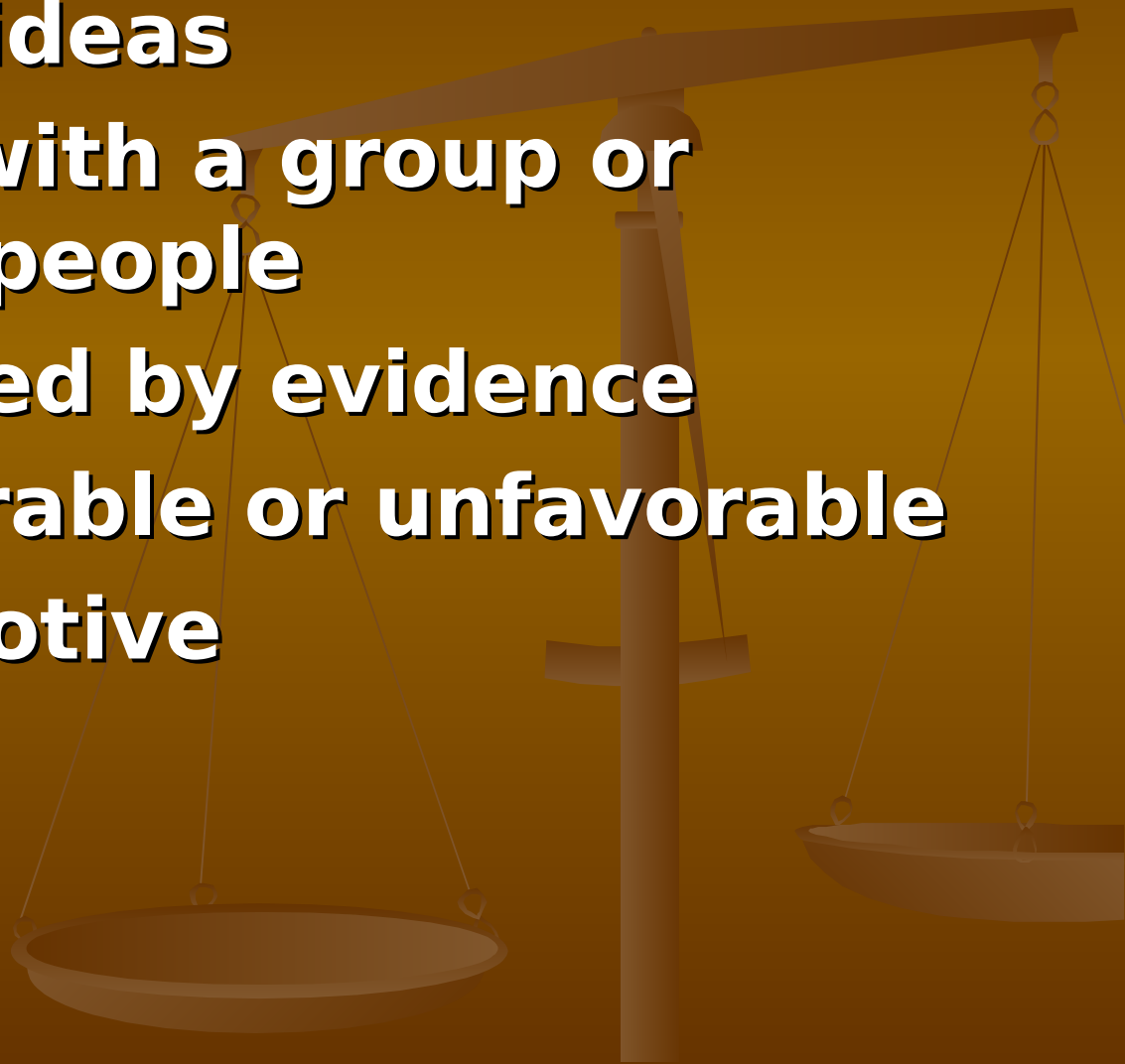
What do you see?

Stereotypes

An exaggerated belief associated with a category

Characteristics of Stereotypes

- Fixed, rigid ideas
- Associated with a group or category of people
- Not supported by evidence
- Can be favorable or unfavorable
- Driven by motive

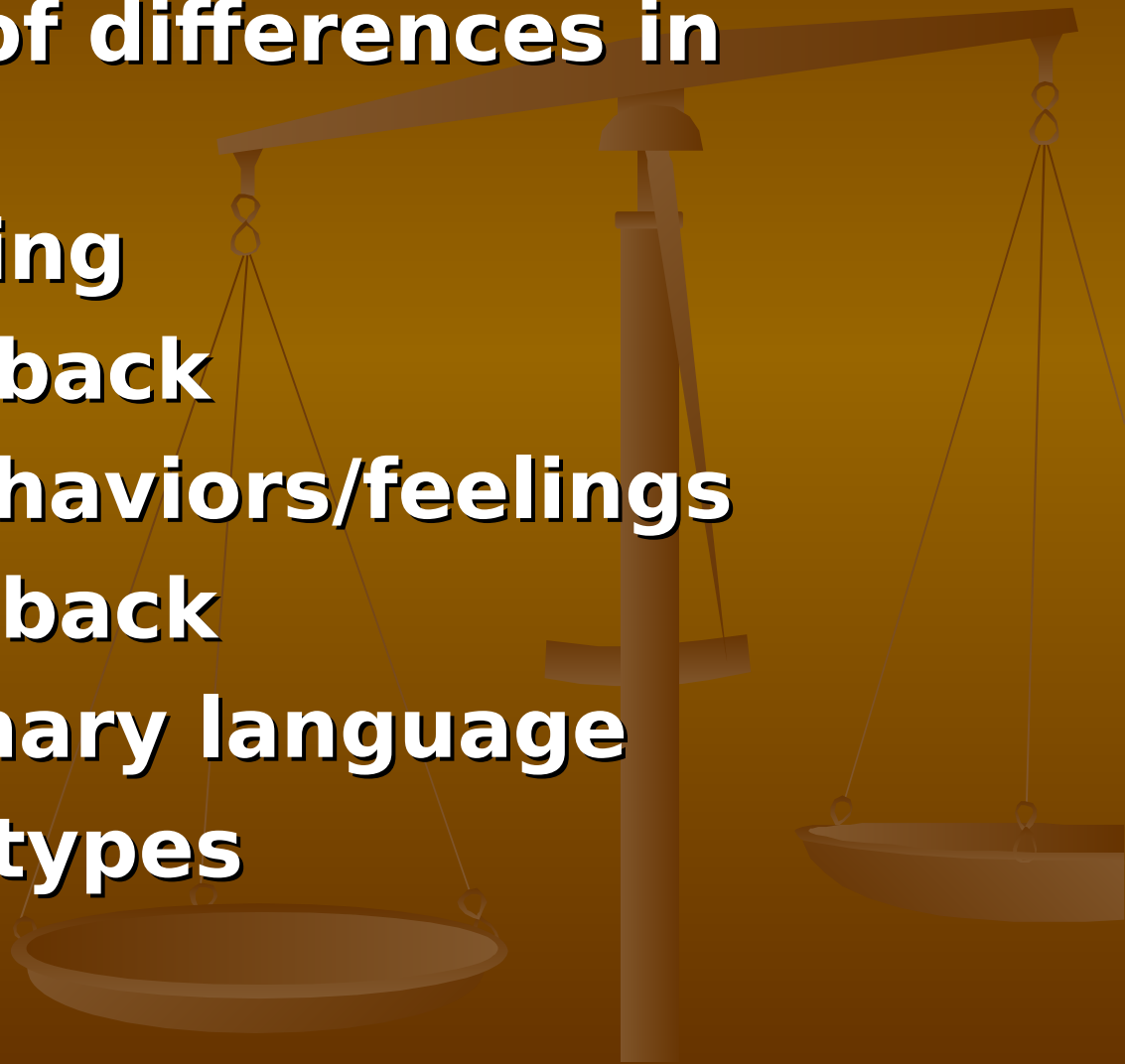


Sources of Stereotypes

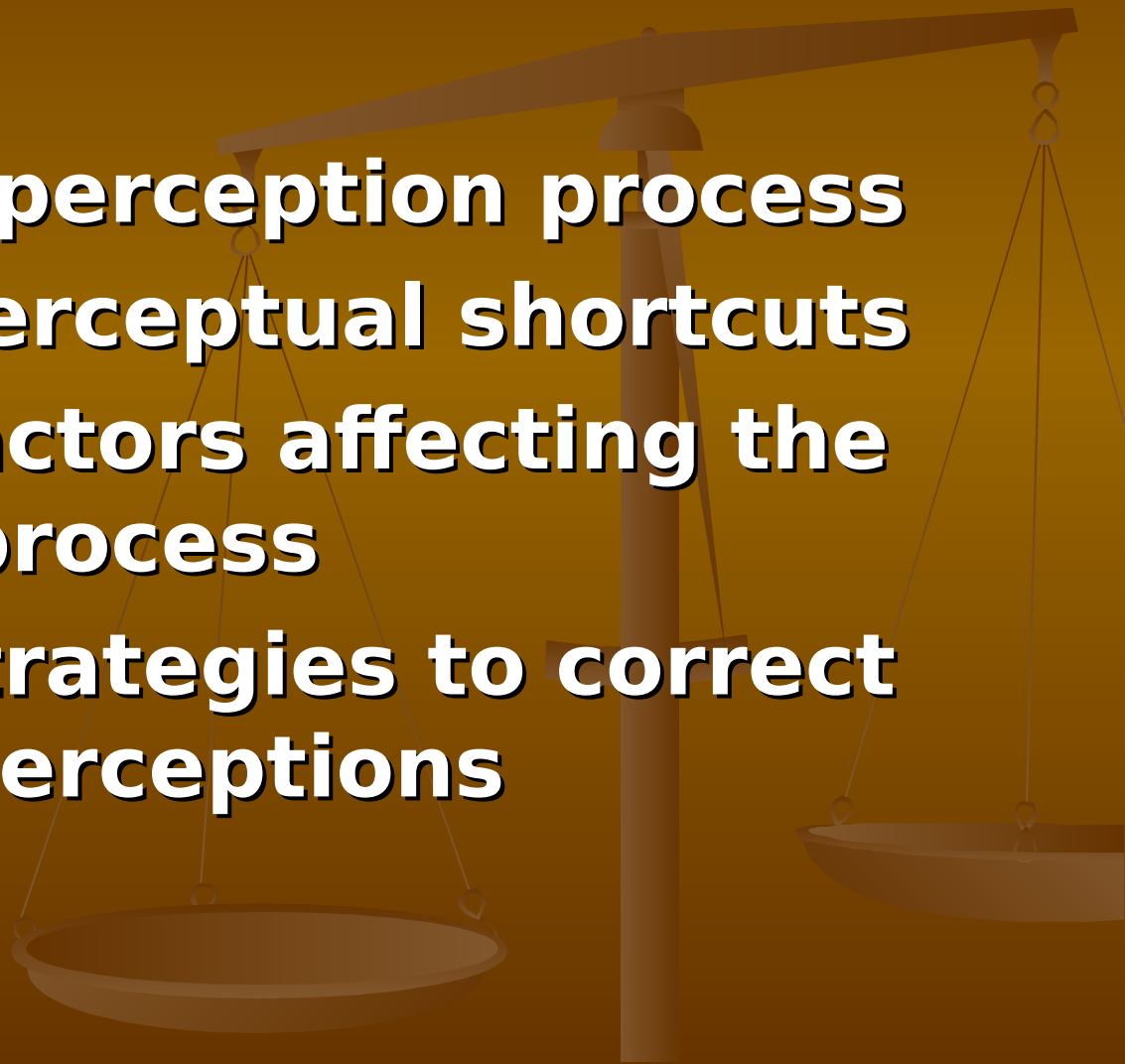
- Socialization process
- Books
- Mass media
- Educators and public officials

Strategies to correct inaccurate perceptions

- Acceptance of differences in people
- Active listening
- Provide feedback
- Own your behaviors/feelings
- Receive feedback
- Use inclusionary language
- Avoid stereotypes



Summary



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Questions